

Company: Bartesian, Chicago, IL

Nomination Submitted by: Autumn Communications

Company Description: Bartesian is the first intelligent cocktail maker, designed to craft bar-quality drinks on demand using capsules made with real, premium ingredients. Users can customize each cocktail by selecting their preferred spirit and adjusting the strength. A favorite among modern entertainers, Bartesian has become a home bar essential, serving millions of cocktails each month.

Nomination Category: Entrepreneur Categories

Nomination Sub Category: Best Entrepreneur - Food & Beverage

Nomination Title: Ryan Close

1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:

Essay of up to 650 words

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the achievements of the nominated entrepreneur since 1 January 2023:

Total 446 words used.

In 2024, Bartesian marked its fifth consecutive year of double- or triple-digit growth, fueled by Ryan's drive for global impact. International sales soared by 259%, with rapid expansion in Canada, the UK, Italy, Germany, France, Australia, and New Zealand, alongside triple-digit growth on Amazon. The company fulfilled nearly 1 million direct-to-consumer orders and sold over 25 million cocktails in just one year—powerful proof of skyrocketing consumer demand and Ryan's commitment to operational excellence.

One of Ryan's most notable achievements was securing Bartesian's first brand partnership: the launch of the Mezcalita capsule in collaboration with Real Housewives of New York stars Erin and Abe Lichy's Mezcalum. This breakthrough not only diversified Bartesian's portfolio by introducing the mezcal category but also underscored Ryan's instinct for culturally resonant collaborations that capture new audiences.

Innovation remains the heartbeat of Bartesian under Ryan's leadership. In 2024 alone, the company introduced 28 new cocktail capsules, from seasonal favorites like Maple Pecan Pie and Strawberry Coconut Daiquiri to viral hits like Witch's Heart for Halloween. The return of Bartesian's holiday advent calendar energized loyal fans, while the Honey Deuce capsule—modeled after the iconic US Open cocktail—brought event-inspired mixology into home bars. Its overwhelming success inspired the launch of Southern Blossom in March 2025, a tribute to The Masters' signature cocktail, further blending sporting moments with elevated home entertaining.

With over 30 core cocktails and a rapidly expanding lineup, Ryan continues to push the boundaries of flavor and cultural relevance. Always anticipating evolving consumer preferences, he championed the development of non-alcoholic options to serve the growing "sober curious" movement. At the same time, he has prioritized seamless user experience through intuitive technology updates, ensuring Bartesian remains effortless and delightful to use.

Ryan's bold vision also extends to media and investment strategy. In 2024, Bartesian secured backing from Channel 4 Ventures, amplifying the brand across UK media and accelerating international growth. An earned equity investment from Forecast Labs further strengthened Bartesian's reach, unlocking powerful performance-driven advertising across TV and streaming platforms to introduce Bartesian to millions of new consumers worldwide.

On the retail front, Ryan has overseen significant expansion, with Bartesian now available in over 1,800 Walmart locations across the U.S., and thriving in premium channels like Williams Sonoma, Crate & Barrel, Sam's Club, Costco, Amazon, and its direct-to-consumer platform, which attracts over 680,000 monthly visitors.

In just under two years, Ryan Close has transformed Bartesian from an emerging success into a cultural staple. Through visionary leadership, creative partnerships, relentless innovation, and a deep understanding of his audience, Ryan has reimagined the cocktail experience—proving that smart, intuitive technology can elevate the art of entertaining and shape the future of at-home mixology worldwide.

4. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the chief achievements of the nominated entrepreneur since 1 January 2023:

Total 121 words used.

- Achieved Bartesian's fifth consecutive year of double- or triple-digit growth.
- Sold over 25 million cocktails and fulfilled nearly 1 million direct-to-consumer orders in 2024 alone.
- Drove 259% international sales growth across Canada, the UK, Italy, Germany, France, Australia, and New Zealand.
- Delivered triple-digit Amazon sales growth, accelerating e-commerce expansion.
- Launched 28 new cocktail capsules in 2024, including seasonal favorites and limited editions.
- Introduced Bartesian's first brand partnership with Mezcalum, debuting a mezcal capsule.
- Expanded U.S. retail footprint to over 1,800 Walmart stores.
- Secured strategic media partnerships with Channel 4 Ventures and Forecast Labs to amplify global reach.
- Championed innovation with non-alcoholic capsule offerings for the growing "sober curious" movement.
- Grew Bartesian's DTC platform to 680,000+ unique monthly visitors.

Attachments/Videos/Links:

[Ryan Close](#)

No attachment available for this nomination.

